

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously Presented) An apparatus for making an asset apparent to an individual, comprising:
  - a receiver for receiving a request from a wireless communication system for having the asset make itself apparent and providing the request to a processor, wherein the asset comprises equipment;
  - the processor for receiving the request, wherein the processor generates a list of available apparmacy actions in response to receiving the request;
  - a transmitter for transmitting the list of available apparmacy actions to a remote entity, wherein the receiver receives a second request for making the asset apparent, the second request comprising a selected apparmacy action from the list of available apparmacy actions;
  - the processor for receiving the second request and for generating a command to make the asset apparent based on the selected apparmacy action; and
  - an interface for providing the command to a device on the asset, the device for making the asset apparent to the individual in response to the command.
2. (Original) The apparatus of claim 1, wherein the device comprises illumination circuitry.
3. (Original) The apparatus of claim 1, wherein the device comprises audio control circuitry.
4. (Canceled)
5. (Canceled)
6. (Original) The apparatus of claim 1 further comprising a timer for providing an elapsed time to said processor, said processor for determining whether the asset was located prior to expiration of a predetermined amount of time for locating the asset.

7. (Original) The apparatus of claim 6, wherein said processor generates a message indicative of whether the asset was located prior to expiration of the predetermined amount of time, wherein said apparatus further comprises a transmitter for transmitting the message to a remote entity.

8. (Currently Amended) The apparatus of claim 1 further comprising:  
a timer for determining the current time of day and providing the current time of day to the processor; and  
said processor for using the current time of day for determining a way in which to make the asset apparent.

9. (Currently Amended) The apparatus of claim 1 further comprising:  
a position sensor for determining a location of the asset,[[;]]  
wherein said request comprises a location of an individual requesting that the asset make itself apparent, and said processor is further for using the location of the asset and the location of the individual for determining a way in which to make the asset apparent.

10-16. (Canceled)

17. (Previously Presented) An apparatus for making an asset apparent to an individual, comprising:  
a receiver for receiving a request directly from a wireless communication device for having the asset make itself apparent and providing the request to a processor, wherein the asset comprises equipment;  
the processor for receiving the request and for determining how to make the asset apparent, wherein the processor generates a list of available apparency actions in response to receiving the request;  
a transmitter for transmitting the list of available apparency actions to a remote entity, wherein the receiver receives a second request for making the asset apparent, the second request comprising a selected apparency action from the list of available apparency actions;

the processor for receiving the second request and for generating a command to make the asset apparent based on the selected apparency action; and

an interface for providing the command to a device on the asset, the device for making the asset apparent to the individual in response to the command.

18. (Original) The apparatus of claim 17, wherein the device comprises illumination circuitry.

19. (Original) The apparatus of claim 17, wherein the device comprises audio control circuitry.

20. (Canceled)

21. (Canceled)

22. (Original) The apparatus of claim 17 further comprising a timer for providing an elapsed time to said processor, said processor for determining whether the asset was located prior to expiration of a predetermined amount of time for locating the asset.

23. (Original) The apparatus of claim 22, wherein said processor generates a message indicative of whether the asset was located prior to expiration of the predetermined amount of time, wherein said apparatus further comprises a transmitter for transmitting the message to a remote entity.

24. (Currently Amended) The apparatus of claim 17 further comprising:  
a timer for determining the current time of day and providing the current time of day to the processor; and  
said processor for using the current time of day for determining a way in which to make the asset apparent.

25. (Currently Amended) The apparatus of claim 17 further comprising:

a position sensor for determining a location of the asset<sub>1</sub>[[;]]

wherein said request comprises a location of an individual requesting that the asset make itself apparent, and said processor is further for using the location of the asset and the location of the individual for determining a way in which to make the asset apparent.

26-37. (Canceled)

38. (Currently Amended) A ~~signal-bearing~~ computer readable storage medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for making an asset apparent, said method comprising operations of:

receiving a request from a wireless communication system for having the asset make itself apparent, wherein the asset comprises equipment;

generating a list of available apparency actions in response to receiving the request;

transmitting the list of available apparency actions to a remote entity;

receiving a second request for making the asset apparent, the second request comprising a selected apparency action from the list of available apparency actions;

generating a command to make the asset apparent, the command comprising the selected apparency action; and

providing the command to a device on the asset, the device for making the asset apparent to the individual in response to the command.

39. (Canceled)

40. (Canceled)

41. (Currently Amended) The ~~signal-bearing~~ computer readable storage medium of claim 38 further comprising operations of:  
determining an elapsed time since the request was received; and  
determining whether the asset was located prior to expiration of a predetermined amount of time.

42. (Currently Amended) The ~~signal-bearing~~ computer readable storage medium of claim 38 further comprising operations of:  
determining an elapsed time since the request was generated; and  
determining whether the asset was located prior to expiration of a predetermined amount of time.

43. (Currently Amended) The ~~signal-bearing~~ computer readable storage medium of claim 42 further comprising operations of:  
generating a message indicative of whether the asset was located prior to expiration of the predetermined amount of time; and  
transmitting the message to a remote entity.

44. (Currently Amended) The ~~signal-bearing~~ computer readable storage medium of claim 38 further comprising operations of:  
determining the current time of day; and  
determining how to make said asset apparent using said current time of day.

45. (Currently Amended) The ~~signal-bearing~~ computer readable storage medium of claim 38, wherein said request comprises a location of an individual requesting that the asset make itself apparent, further comprising operations of:  
determining a location of the asset; and  
using the location of the asset and the location of the individual for determining a way in which to make the asset apparent.